

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 344952 /		<u>Alt Order #</u>
<u>Product</u> Political		
<u>Contract Dates</u> 11/01/12 - 11/06/12	<u>Estimate #</u> 65	
<u>Advertiser</u> AMERICANS FOR PROSPERITY		<u>Original Date / Revision</u> 10/31/12 / 11/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42748	<u>Advertiser Ref</u> 15660	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	11/01/12	11/02/12	10A-11A TODAY SHOW 3	10A-11A M-F	---TF--	1:00	2	\$1,500.00	NM	2	\$3,000.00
N 2	WCAU	11/01/12	11/02/12	9A-10A TODAY SHOW 2	9A-10A M-F	---TF--	1:00	2	\$1,500.00	NM	2	\$3,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/01/12-11/02/12	9A-10A TODAY SHOW 2	9A-10A M-F	----ThF----	1:00		\$1,500.00	NM		
			See MG 2.3 NA-NOT AVAILABLE									
	3	WCAU	11/05/12-11/05/12	9A-10A TODAY SHOW 2	9A-10A M-F	M-----	1:00		\$1,500.00	NM		
			See MG 2.4 NA-NOT AVAILABLE									
	4	WCAU	11/05/12-11/05/12	10A-11A TODAY SHOW 3	10A-11A M-F	M-----	1:00		\$1,500.00	NM		
			MG for 2.3 11/05									
N 3	WCAU	11/01/12	11/02/12	3P-4P M-F ELLEN	3P-4P M-F	---TF--	1:00	2	\$2,000.00	NM	2	\$4,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/01/12-11/02/12	3P-4P M-F ELLEN	3P-4P M-F	----ThF----	1:00		\$2,000.00	NM		
			See MG 3.3 DNA-NEWS SPL REPORT									
	3	WCAU	11/06/12-11/06/12	9A-10A TODAY SHOW 2	9A-10A M-F	-Tu-----	1:00		\$2,000.00	NM		
			MG for 3.1 11/02									
N 4	WCAU	11/01/12	11/02/12	6P-630P NBC10 NEWS	6P-630P M-F	---TF--	1:00	2	\$3,000.00	NM	2	\$6,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/01/12-11/02/12	6P-630P NBC10 NEWS	6P-630P M-F	----ThF----	1:00		\$3,000.00	NM		
			See MG 4.3 NA-NOT AVAILABLE									
	3	WCAU	11/05/12-11/05/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	1:00		\$3,000.00	NM		
			MG for 4.1 11/02									
N 5	WCAU	11/01/12	11/02/12	7A-9A TODAY SHOW	7A-9A M-F	---TF--	1:00	2	\$4,000.00	NM	2	\$8,000.00
N 6	WCAU	11/01/12	11/02/12	7P-730P M-F	7P-730P M-F	---TF--	1:00	1	\$3,600.00	NM	1	\$3,600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 344952 /		Alt Order #
Contract Dates 11/01/12 - 11/06/12	Product Political	Estimate # 65
Advertiser AMERICANS FOR PROSF		Original Date / Revision 10/31/12 / 11/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 7	WCAU	11/01/12	11/02/12	11-1135P M-F LATE NEWS	11P-1135P	---TF--	1:00	1	\$6,000.00	NM	1	\$6,000.00
N 8	WCAU	11/01/12	11/02/12	TONIGHT SHOW W/JAY LEI	1135P-107A	---TF--	1:00	2	\$2,000.00	NM	2	\$4,000.00
N 9	WCAU	11/03/12	11/03/12	7A-9A SATURDAY	7A-9A SA	-----S-	1:00	1	\$1,600.00	NM	1	\$1,600.00
N 10	WCAU	11/03/12	11/03/12	6P-630P NEWS SAT	6P-630P	-----S-	1:00	1	\$3,000.00	NM	1	\$3,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/03/12-11/03/12	6P-630P NEWS SAT	6P-630P	-----Sa--	1:00		\$3,000.00	NM		
	See MG 10.2											
	NA-PGM NOT SCHEDULED											
	2	WCAU	11/03/12-11/04/12	6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	1:00		\$3,000.00	NM		
	Ⓜ MG for 10.1 11/03											
N 11	WCAU	11/05/12	11/06/12	7A-9A TODAY SHOW	7A-9A M-F	MT-----	1:00	2	\$4,000.00	NM	2	\$8,000.00
N 12	WCAU	11/05/12	11/05/12	9A-10A TODAY SHOW 2	9A-10A M-F	M-----	1:00	1	\$1,500.00	NM	1	\$1,500.00
N 13	WCAU	11/05/12	11/05/12	10A-11A TODAY SHOW 3	10A-11A M-F	M-----	1:00	1	\$1,500.00	NM	1	\$1,500.00
N 14	WCAU	11/05/12	11/05/12	3P-4P M-F ELLEN	3P-4P M-F	M-----	1:00	1	\$2,000.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/05/12-11/05/12	3P-4P M-F ELLEN	3P-4P M-F	M-----	1:00		\$2,000.00	NM		
	Credited											
	PREEMPT-DUE INVENTORY											
N 15	WCAU	11/05/12	11/05/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	1:00	1	\$3,000.00	NM	1	\$3,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/05/12-11/05/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	1:00		\$3,000.00	NM		
	See MG 15.2											
	NA-NOT AVAILABLE											
	2	WCAU	11/06/12-11/06/12	7A-9A TODAY SHOW	7A-9A M-F	-Tu-----	1:00		\$3,000.00	NM		
	Ⓜ MG for 15.1 11/05											
N 16	WCAU	11/05/12	11/05/12	7P-730P M-F	7P-730P M-F	M-----	1:00	1	\$3,600.00	NM	1	\$3,600.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/05/12-11/05/12	7P-730P M-F	7P-730P M-F	M-----	1:00		\$3,600.00	NM		
	See MG 16.2											
	PREEMPT-PROGRAM CHANGE											
	2	WCAU	11/05/12-11/05/12	7-730P NIGHTLY NEWS	7P-725P	M-----	1:00		\$3,600.00	NM		
	Ⓜ MG for 16.1 11/05											
N 17	WCAU	11/05/12	11/05/12	11-1135P M-F LATE NEWS	11P-1135P	M-----	1:00	1	\$6,000.00	NM	1	\$6,000.00
N 18	WCAU	11/05/12	11/05/12	TONIGHT SHOW W/JAY LEI	1135P-107A	M-----	1:00	1	\$2,000.00	NM	1	\$2,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/05/12-11/05/12	TONIGHT SHOW W/JAY LEI	1135P-107A	M-----	1:00		\$2,000.00	NM		
	See MG 18.2											
	NA-NOT AVAILABLE											
	2	WCAU	11/06/12-11/06/12	6A-7A M-F	6A-7A M-F	-Tu-----	1:00		\$2,000.00	NM		
	Ⓜ MG for 18.1 11/05											
N 19	WCAU	11/03/12	11/03/12	7-8P NBC10 NEWS AT 7P	7P-8P	-----S-	1:00	1	\$3,600.00	NM	0	\$0.00

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<u>Contract / Revision</u> 344952 /		<u>Alt Order #</u>
<u>Contract Dates</u> 11/01/12 - 11/06/12		<u>Product</u> Political
<u>Advertiser</u> AMERICANS FOR PROSF		<u>Estimate #</u> 65
		<u>Original Date / Revision</u> 10/31/12 / 11/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WCAU	11/03/12-11/03/12		7-8P NBC10 NEWS AT 7P	7P-8P	-----Sa--	1:00		\$3,600.00	NM		
		See MG 19.2										
		DNA-SPORTS OVERRUN										
2	WCAU	11/06/12-11/06/12		7A-9A TODAY SHOW	7A-9A M-F	-Tu-----	1:00		\$3,600.00	NM		
		Ⓜ Credited										
		PREEMPT-DUE INVENTORY										
N 20	WCAU	11/04/12	11/04/12	NFL LATE NEWS	11P-1205A	-----S	1:00	1	\$6,000.00	NM	1	\$6,000.00
Totals											25	\$73,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	25	\$73,800.00	\$62,730.00
Totals	25	\$73,800.00	\$62,730.00

Signature: _____ **Date:** _____

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